Interactive Pack.

Revolutionising digital interaction.

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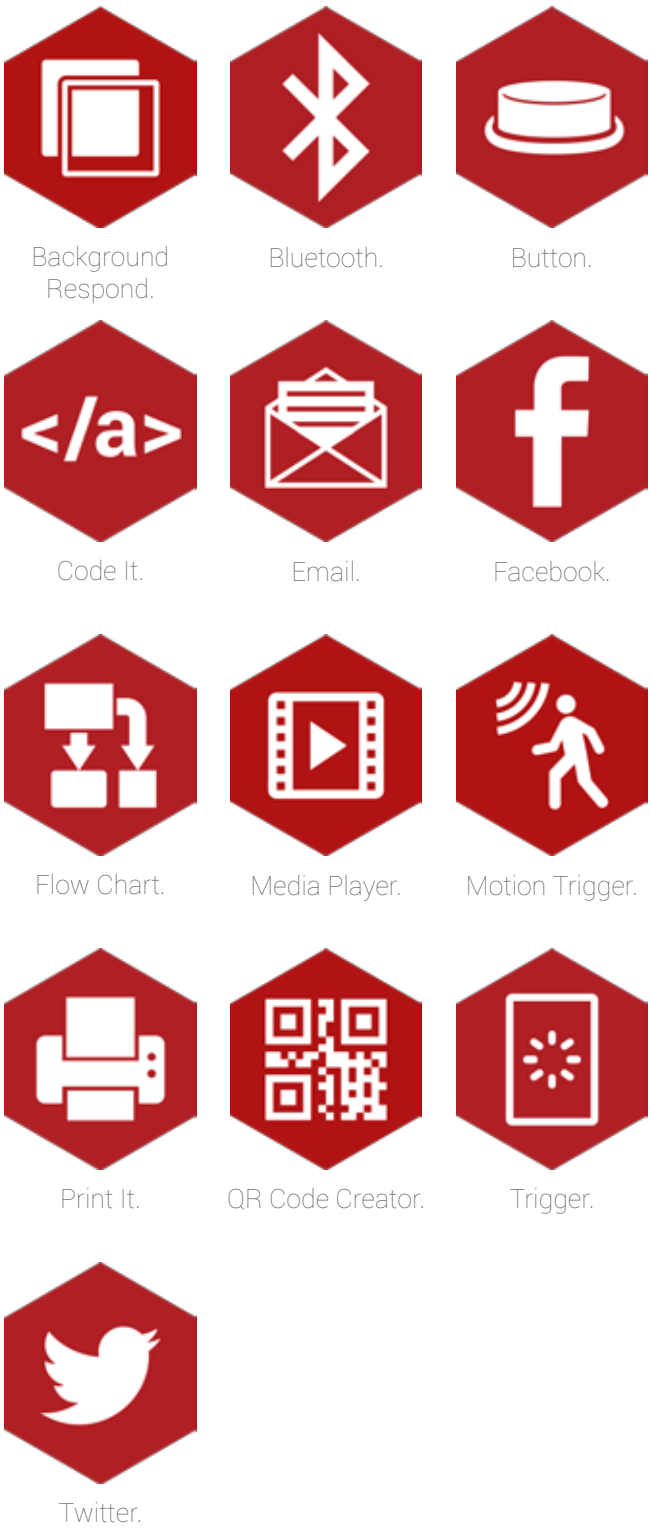
Digital Signage campaigns that contain a mixture of TV feeds, adverts, weather information and tube updates are proven to be more engaging than just playing adverts on loop. However, this is still a passive application and demands no interaction with the audience.

With the Interactive Pack you can have access to a comprehensive range of apps that will allow you to transform your project from a passive digital signage project into an interactive digital experience that will ultimately attract consumers, increase dwell time, engage audiences and create a long lasting impression.

Each app contained within this pack focus on two-way interaction whether it's through, motion triggering, touching, browsing, scanning or scrolling through information or displaying Facebook and Twitter feeds posted to your company's profile, you will find all the apps you need to create and deploy interactive projects onto touch screens, kiosks or digital signage applications. It also includes the Code It app to enable you to write your own interactive functions within Acquire.

Apps Included:



Background Respond.

Background Respond is an effective app that helps to achieve a heightened customer experience. It works by responding to a set of predefined rules to dynamically change the background image or colour. For the creation of interactive experiences this is a highly useful function that can be used in a variety of ways. For example, if the end user makes a particular selection then the background can be triggered to respond to this selection, displaying a particular message or colour. It can be integrated and used in combination with other apps to create an interactive and immersive experience for your end users.

Bluetooth.

Another way of interacting with consumers is by transferring files such as maps, documents and product brochures that they can help themselves to. Bluetooth allows fast file transfers to happen via any Bluetooth enabled device within range of the display or kiosk. It can also be used to broadcast adverts or special promotional incentives directly to mobile phones as consumers pass within range. The app also includes a statistic generator function that will print generated reports so that the usage of the app can be monitored and analysed.

Button.

Buttons are a common occurrence in interactive projects whether being used to search through a directory, click to the next page, flick through a catalogue or to complete a multiple choice questionnaire. Instead of having to draw, define and configure or programme a button feature into your project every time you require one the Button App allows you to simply insert a button and apply a multitude of settings to it so that it looks and works exactly how you want it to. Buttons can be push buttons, radio buttons, or checkboxes and can be assigned with different images to show different states (selected or not selected) and can be configured to execute a particular action such as jump to next page or display a thank you message when selected or touched.

Code It.

Comprised of 3 parts the Code It app allows you to write VBScript or Jscript code across your project creating unique features for your interactive project. A script that you have created can run along-side your overall project and doesn't interfere with individual pages allowing scripts to run continuously.

Email.

The Email app is a clever addition to any interactive display or kiosk that allows customers to register for a newsletter, submit feedback or make payments for items online. Emails can be sent from a kiosk or display directly to the customer or member of staff to record customer registrations or action a task. Emails can be sent to multiple email addresses with up to 5 attachments and the app will also execute specific actions once the email has been sent, for example display a 'thank you' message or jump too another page.

Facebook.

If your company has a Facebook page this app will allow you to show live posts and updates being made to a Facebook timeline. Digital Signage projects can even be controlled by posting special commands to a Facebook timeline. This is achieved by defining special command words found within posts which will trigger specific actions, such as jumping to a specified page or playing a specific piece of media. Effective uses of this app include in-store and in restuarants where customers were able to leave their feedback on the Facebook page and see their comments appear on the screens in real-time.

Flow Chart.

Shows your entire project as a flow chart showing how your pages are linked together. This is particularly useful when creating interactive projects as the app allows you to clearly see where pages navigate to when a particular action is carried out. It also allows you to check for any broken links or pages within a project that have broken links.

Media Player.

This app you allow you to create interactive media players that your end users can control through a touch screen or interactive kiosk. The Media Player not only plays audio tracks and video files but buttons can also be created and assigned with specific actions to enable users to control and manipulate the playback of media, stopping, rewinding and getting playback positions.

Motion Trigger.

Create unique and engaging experiences for your customers by having your project respond to motion. Motion is detected via a web cam triggering specific actions when people are in close proximity to the display. There are various actions that can be assigned to these triggers such as, Jump to page, save a snapshot to disk or upload a snapshot to an FTP server. The results of which can even help calculate ROI and capture valuable data about typical gender and age of customers who view the screens so messaging can be better optimised for target audiences.

Print It.

Allow your customers or users to take information away with them by printing data that appears on a page within your project. You will require a printer to be connected to your screen or kiosk. The app allows you to specify areas for printing which can also be edited using the integrated Printer editor function. Once the system has finished prointed pages next action can also be specified, i.e. go to the next page within the project.

QR Code Creator.

Displaying QR Codes on your project are a great way of directing traffic to specific webpages. This app allows you to create your very own QR codes for inclusion in your project by turning alphanumeric data into unique QR Codes. QR codes can be included on adverts or other promotional messages so that users can scan QR codes with smart devices which will automatically redirect them to a specific webpage. The QR code can also be used to measure how many people are accessing a specific web page as a result of the digital display so that you can accurately calculate return on investment.

Trigger.

The Trigger app introduces a new dimension into retail with the ability to create a truly immersive shopping experience. This is one of our more recently developed apps designed to bring a new and innovative twist to the standard point of sale (POS) or point of purchase (POP) displays. The app's function is to trigger a near-by display playing particular content when an item is lifted off the shelf or clothes rail. It works by monitoring serial ports that are connected to the clothes rail or shelf. When the weight changes the serial ports change triggering the screens. This is not just limited to retail environments and could be used in any scenario where serial ports can be used.

Twitter.

If your company has a Twitter profile this App will retrieve and display twitter feeds connected to that profile. The app will regularly check for new feeds and publish them live (as and when they are 'tweeted') or update them at regular intervals. The app also includes advanced functionality like being able to control the system through special commands that are 'tweeted', such as jumping to a page or playing a specific media files. The app can also follow and publish a unique hashtag rather than a profile so that updates can me made simply by including the hashtag within a comment. You can also prevent post that that may include obscenities or indecent content from being published.

Why Not Try.

The Interactive Pack can be combined with other packs to create unique and memorable campaigns with advanced functionality that you can control and edit yourself.

Advert Manager Pack.

We suggest combining the pack with the Advert Manager Pack to introduce an extra level of interactivity attracting a higher volume of viewers, increase dwell time and achieving greater levels of engagement. The Advert Manager Pack has been specifically designed for advertising and media agencies operating large networks across multiple locations. The creation and management of playlists and campaigns can be controlled from one central location using the Ad Manager App, which will automatically generate playlists depending on how many times it should be played throughout the day.

This pack includes intelligent Apps that add advanced functionality to your network. For example, the Target App will enable a system to automatically generate playlists that contain content relevant to specific screens or locations and it can be used in conjunction with the Audience Recognition Pack for more precise targeting, audience measuring and impressions monitoring to establish an accurate Return on Investment (ROI).

Dynamic Digital Signage Pack.

The pack can also be combined with our Dynamic Digital Signage Pack to create campaigns that not only contain interactive elements but also include engaging content. Our Dynamic Digital Signage Pack provides you with all of the essential tools to transform your messaging into captivating and dynamic content. Content can be combined with TV and video streaming, live data updates for weather, news or travel and contains a range of apps for an optimised and enhanced performance.